

In the Specification:

Please replace the abstract with the following new abstract. A clean copy of the new abstract on a separate sheet of paper is also enclosed:

--Abstract of the Disclosure

Methods and apparatus are disclosed to measure ~~A television audience measurement system measures viewing of a television program viewed on digital content. television located in a statistically selected site by (i) retrieving an audience measurement data packet from a television set in order to identify the television program, (ii) detecting an audio code embedded in the television program in order to identify the television program, (iii) extracting an audio signature from the television program in order to identify the television program, (iv) identifying the television program through use of a software agent, and (v) selecting at least one of the retrieving means, the detecting means, the extracting means, and the software agent in order to identify the television program.--.~~